

# **EXHIBIT 226**

## **REDACTED**

# Google data for DRX

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Team: [REDACTED]

- Our existing supply is changing, and we need to evolve DRX to keep up
- DRX is now less competitive
  - Google demand is increasingly available on other exchanges through AWBId and DBM
  - Publishers have settled into using multiple SSPs

**Google data provides the key advantage, if we use it to...**

DRX (AdX) competitiveness matters, it's going to take at least a year to build a new network, we need to act now to protect our supply. Google data could be the key, but we are struggling to get anything approved.

Examples:



